



Tobacco Company

910-741-5000
Winston-Salem, N.C. 27102

FSC-89-B	5/17/95	TO: ROM				
SUBJECT: Forsyth Special Offer						
DISTRIBUTION:						
<input checked="" type="checkbox"/>	AVP	<input checked="" type="checkbox"/>	CAM			ELM
<input checked="" type="checkbox"/>	RM	<input checked="" type="checkbox"/>	Reg.Mil.Mgr.			MIL
<input checked="" type="checkbox"/>	RBM	<input checked="" type="checkbox"/>	Reg.DF Mgr.			DF
<input checked="" type="checkbox"/>	ROM	<input checked="" type="checkbox"/>	DM			REP

(Also sent to SAM's)

Attached is a "Special Offer" that is being made to *our Forsyth customers* for Sprint calling cards worth 10 minutes of long distance at \$1.50 per card. This "Special Offer" is being made to our Forsyth customers to generate additional business for their Forsyth private label brand. It is funded with the account's Alliance accrual dollars and it is a good opportunity for accounts that do not have specific promotions planned to use their Alliance accrual fund.

Please discuss this "Special Offer" with your Forsyth accounts. As information, a Sprint calling card program is offered in our current Alliance Accrual catalog however, this "Special Offer" is significantly below our regular catalog price. As indicated in the attached brochure, orders for this "Special Offer" must be made by June 15, 1995. The actual Sprint calling cards to be used in the promotion expire December 31, 1995.

Special offers will be made to our Forsyth customers every few months. Please contact your Forsyth National Account Manager, or Kathryn Noxon (ext 2559), if you have any questions. We would also like to hear any suggestions, or potential offers, you may have for this program.

Good selling!

R. J. REYNOLDS TOBACCO COMPANY

Attachments

51849 4157

"We work for smokers."